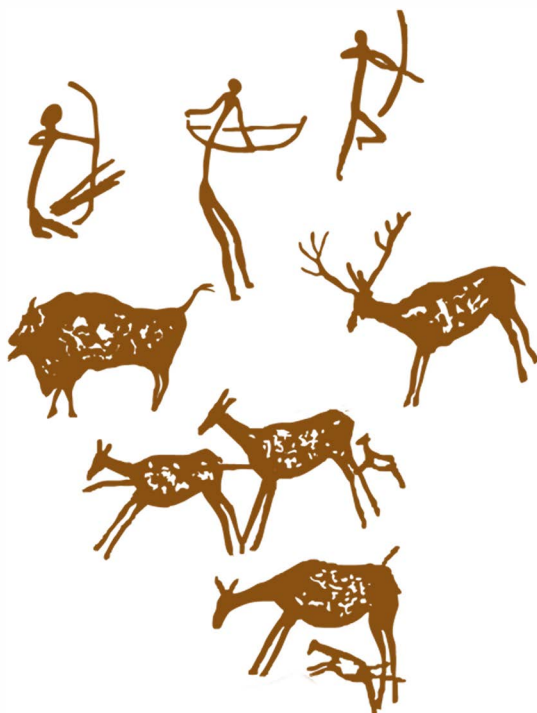


IDEA / CONCEPTION:

Caveman Drawings / Simple Sketches



Front View

Side View

Top View

Other

Problem it solves: _____

Manufacturing process: _____

Guestimate: \$ _____ /unit

Will people just get it? Y N

(Understand without explanation) ↓

How much explanation is needed? _____

Can it be manufactured? Y N

↓
At what cost: \$ _____ /per unit

Will it sell itself? Y N



If **NO** above, How much of an uphill battle is it and is it worth it? _____

Where will it be placed in the queue? _____

What is it similar to? _____

What does it compete with? _____

How is it different? _____

